



2007 Annual Report

Safe Kids Kansas, Inc. is a nonprofit coalition of 67 statewide and regional organizations and businesses, 14 local coalitions, and 24 local chapters. The mission of Safe Kids Kansas is to protect Kansas children ages 0-14 from accidental injury. Safe Kids Kansas is a member of Safe Kids Worldwide and is a federally recognized tax-exempt organization. Safe Kids member representatives and action committees meet on a quarterly basis, with the Board of Directors meeting monthly.

Accidental injury is the number one cause of death among children ages 0-14 in Kansas. Each year one out of four children needs medical attention due to accidental injury. We know our efforts are needed because as many as 90 percent of accidental injuries can be prevented. While there is no simple way, no one device or solution, to effectively prevent all types of accidental childhood injuries, Safe Kids combines several factors to create programs that reduce injuries to our children:

- Educating adults and children
- Creating safe environments, including provision and correct use of safety devices
- Advocating for effective public policy

The accidental injury death rate for Kansas children ages 0-14 in the 10 years following the founding of Safe Kids Kansas has decreased 24 percent when compared to the previous 10 years. Keeping children safe is an investment – in their lives and in the future of Kansas. With education, resources and better laws to protect our children, we are making a difference.

Buckle Up:

- Since the implementation of the Buckle Up Program, a total of 47,246 child safety seats have been checked at 1915 local check up events (including van events). A total of 5,148 seats were checked in 2007.
- Safe Kids Kansas continues to operate two Mobile Child Safety Seat Check Up Vans (one stationed in Lawrence and one in Wichita) to facilitate child safety seat education programs and check-up events in local communities. During 2007, the event tents in the vans were replaced. Since beginning the Mobile Van program in 2000, the vans have traveled over 68,000 miles to 741 community events, at which 11,370 seats have been checked.
- In addition to van and community check-up events, the BUCKLE UP program also provides child safety seats to low-income families. In the last eight years, 23,427 child safety seats and booster seats have been distributed to low-income families through the program. (2016 seats in 2007).

- Safe Kids Kansas continues to distribute special needs car seats. Seats have been provided to 76 children with special health care needs in the last four years.
- Special events were held in nine communities in recognition of Child Passenger Safety Week, February 11-17, 2007. In addition, the National Automobile Dealers Association held their national child passenger safety event in Lawrence on September 15.
- During 2007, the first year of buckle up block grant funding from Safe Kids Worldwide, Safe Kids Kansas and 18 local affiliates received grants totaling \$54,825.
- During the year, 36 child passenger safety trainings and workshops were conducted, training 621 advocates. Currently 605 child passenger safety technicians and 32 child passenger safety technician instructors are nationally certified in our state.
- Safe Kids Kansas participated in a new national initiative, Spot the Tot, which provides education and demonstrations to parents and children regarding safety in and around cars, including the dangers of back over injuries and children left alone in vehicles.
- Safe Kids Kansas, in partnership with State Farm Companies and KDOT, sponsored the third annual Bucks for Buckles Campaign. During the first week of September, volunteers rewarded drivers and passengers who were “caught” properly restrained, with a dollar bill. The program was implemented in 38 Kansas communities where a total of \$7,343 was distributed.
- The Buckle Up program has been credited with 29 lives saved in the past eight years.

Cycle Smart:

- Four *Ready to Roll* bike rodeo kits were maintained and utilized at 12 community events around the state.
- The Coalition also facilitated local bike safety programs in 82 communities, at which 5,560 low cost or free bicycle helmets were distributed to children 1-14. State Farm Companies and the Kansas Department of Transportation gave monetary support for the program. Local coalitions distributed an additional 1,621 helmets. Since the program’s inception, a total of 106,794 helmets have been distributed to Kansas children - 87,427 by Safe Kids Kansas and 19,367 by local coalitions.
- The program has been credited with 10 lives saved.
- Safe Kids Kansas continued its partnership with the Kansas State Department of Education to sponsor Body Walk at which K-5th grade students learn about the brain and how important a helmet is in protecting the brain from injury. The interactive program was presented at 108 schools throughout the state in 2007, reaching 23,449 students. Each participating school received two bike helmets to award as incentive prizes to students.

Get Alarmed:

- During 2007, Coalitions distributed 1484 smoke alarms and 54 carbon monoxide (CO) detectors through local programs in the state. A total of 117,686 smoke alarms and 1,744 CO detectors have been distributed since implementation of the program.

Emergency Response Training:

- Safe Kids operates a bilingual interactive 9-1-1 simulator, which helps children learn how to properly react during an emergency situation and how to properly call 9-1-1 in their area.
- In the last five years, more than 10,500 children and adults completed the simulation and education program at 87 community events.

Walk This Way:

- Safe Kids sponsored the eighth annual Walk to School Day in Kansas on October 3. Events were held by 45 local community groups. In partnership with the Safe Routes to School program, information postcards about the program were sent to all school districts in the state.
- Reflective backpack tags were distributed to 15,405 participating children.
- A flagship media event was held in Topeka at Ross Elementary School.
- Eleven local affiliates received Walk This Way grants and nine received Halloween safety grants.
- Since the program's inception, 122,480 children ages 5-9 have participated in the program.

Safe Kids Week 2007:

- Safe Kids Kansas focused on summer safety by encouraging kids and parents to "Make it a Safe Kids Summer" during National Safe Kids Week 2007 (April 28-May 6). As part of this initiative Safe Kids distributed summer safety checklists for parent and kids which address the leading summer risk areas: drowning, wheeled sports, falls, pedestrian and motor vehicle.
- Safe Kids Week activities in Kansas took place as part of Kansas Kids Fitness and Safety Day on Friday, May 4th. At flagship events in Topeka and Fort Larned, as well as at 39 local host sites across the state, 17,200 third grade students, accompanied by parents and teachers, tested their safety skills in interactive relays which included Stop, Drop & Roll, Dial 911", Swim Safe (life jackets), and BEEP BEEP (smoke detector test).
- A media event and press conference held at Cedar Crest in Topeka featured the 2007 Kansas Safety Star –Lauren Michaleson, age 15, who reminded all kids to wear their helmet every time they ride their bike, go skateboarding, or rollerblading. Lauren's brother, Tommy, was killed in 2006 when he fell while skateboarding. Lauren and her family were national spokespersons for the national Safe Kids Week event held in Washington, D.C.
- During the week, 17 local affiliates hosted safety fairs around the state, utilizing the recently developed "Kids Safety Zone" game with five activity stations.

Local Activities:

- Two new communities were approved as local chapter affiliates of Safe Kids Kansas: Marshall and Labette Counties. In addition, the Montgomery County Chapter expanded their efforts to cover both Montgomery and Elk Counties.
- Kansas was selected by Safe Kids Worldwide as one of seven pilot states for the new State Office Initiative. Since joining the pilot, local chapter affiliates have begun a transition from chapter to coalition status. As a result, Kansas now has 14 local coalitions and 24 local chapter affiliates covering 77 percent of Kansas children age 0-14. Local affiliates are located in Allen, Anderson, Atchison, Clay, Coffey, Dickinson, Doniphan, Douglas, Elk,

Ellis, Finney, Ford Franklin, Geary, Jackson, Jefferson, Johnson Labette, Leavenworth, Marion, Marshall, McPherson, Meade, Mitchell, Montgomery, Osage, Pottawatomie, Republic, Rice, Riley, Saline, Smith, Shawnee Wabaunsee, Wilson and Woodson Counties, as well as the cities of Chanute, Emporia, Leavenworth, Pittsburg, the Wichita Area and the Metro Kansas City Area.

- Safe Kids Kansas hosted bimonthly conference calls for local chapters and coalitions and responded to 626 technical assistance requests from local health departments, schools, health care providers, and the public on a wide variety of child safety issues.
- The first Safe Kids Kansas Leadership Workshop for local affiliates was held on August 10th. The one-day event was attended by 27 local affiliate staff, six state staff, and one staff person from Safe Kids Worldwide. Presenters provided training on coalition building, fundraising, grant writing, community needs assessments, principles of performance and financial reporting systems.
- Local programs partnered with a variety of local agencies to provide 253 injury prevention programs such as helmet fairs, water safety programs, home safety programs, and safety fairs. Mini-grant funding from KDHE was provided to 17 local communities for injury prevention programming. Safety devices provided by Safe Kids Kansas and local funders were distributed, including 1,422 gunlocks, 782 baby bath thermometers, 152 personal flotation devices and 782 outlet covers.

Public Information and Education:

- Safe Kids Kansas' public information campaign targeted specific times of the year with the distribution of 45 news releases and media advisories to over 300 statewide media outlets in 2007. In addition to newspaper publication, Safe Kids staff responded to requests for 94 radio and television interviews from media.
- Safe Kids Kansas and Congresswoman Nancy Boyda held a joint press conference on toy safety in November.
- In the last 13 years, 3,165 calls from the public with questions about child safety issues have been received via the toll-free line utilized by the Coalition.
- The Safe Kids Kansas web site at www.kansassafekids.org received 280,308 hits, up from 113,495 in 2006.
- Media attended over 200 local events during the year. A statewide calendar of events is posted on the web site.
- The booster seat web site (www.kansasboosterseat.org) continues to be an effective way to provide information to the public about the booster seat law passed in 2006. The site has received 23,989 hits since its launch in June of 2006.
- During 2007, public education about the booster law continued, with distribution of the booster law flyer and poster to all Kindergarten teachers, pediatricians, EMS providers and drivers license offices in the state. A letter was sent on July 1 to all law enforcement agencies in the state asking for their support of full enforcement of the law, which began on July 1, 2007.
- A new partnership with the Kansas State Library was developed when the Kansas Reads to Preschoolers statewide event featured three safety theme books for 2007. Safe Kids continues its partnership with the Kansas Coordinated School Health Program.

Policy and Advocacy:

- A Safe Kids Kansas Policy Platform and Policy Priorities were adopted by the Coalition for 2007.
- Ten legislative updates on safety legislation were sent to 541 advocates during the 2007 legislative session.
- Safe Kids also worked with legislators to introduce an unattended children in motor vehicles bill that passed the Senate, but was held up because of unfriendly amendments to the bill.
- Coalition members served on the Preventive Health Block Grant Advisory Committee and the National Child Passenger Safety Board. Staff also serves on the Advisory Board for the Kansas Safe Routes to School Program and Kansas Lead Poison Advisory Committee.